



Volume 50

THE NORTHFIELD HERALD

Northfield, Massachusetts, Friday March 23, 1934

Price Five Cents

Red Cross Issues Emergency Call

County And Local Chairmen Chosen

Canvass Of The Town Will Be Made

In order to be prepared in advance for any disaster, the American Red Cross has formulated a plan by which Disaster Preparedness Committees are organized in every county-chapter in the country, with local disaster committees in the towns. Hon. John W. Haigis is Chairman of the Franklin County Chapter Disaster Preparedness Committee. A. P. Pitt has been selected to represent Northfield on that committee, and also to serve as chairman of a local disaster committee.

Other members of this local committee, with aspects of work for which each member will assume responsibility in case of disaster where the Red Cross comes into action, are: Food, clothing and shelter for disaster victims; George Carr; Medical Aid, Dr. Allen H. Wright; Transportation and Communication, A. Gordon Moody; Finances, Wm. F. Hoehn; Registration and Information, A. P. Pitt.

The last disaster that visited Northfield when Red Cross relief was sought and secured was during the Connecticut River flood in November 1927. Let us hope that the town may be saved from further disasters, but in case of need the above committee will be ready to help.

The Pan-cake Supper

The Pancake Supper given by the Sewing Society of the North Church last Friday evening was a great success netting the ladies \$66.28. The Pillsbury Flour Mills furnished and made the pancakes also furnishing the syrup. The sausage and cheese came from Barber's T. G. A. Store, East Northfield, "the place to get first class home-made sausage."

Our place of the new Economy Store, Northfield. These stores gave a discount on things purchased. The A. P. gave us all our coffee and napkins, also furnished the coats the boys wore while pouring the excellent "Boak."

The Committee was: Mrs. Lawrence Lazzel, Mrs. A. P. Pitt, Mrs. A. Pearson, Mrs. Billings, Mrs. Maynard, Mrs. Black.

As Husbands Go

The Franklin County Smith College Club, of which Miss Myra B. Wilson, Principal of Northfield Seminary is President, is sponsoring a performance of the Galloway Players in "As Husbands Go" at the Greenfield High School Auditorium, at 8 o'clock on Monday, April 16.

This is in the endeavor to raise money for the scholarship which is awarded each year to a resident of Franklin County attending Smith College. The tickets are 75c and 50c. As the play is said to be amusing and diverting it will probably appeal to many Northfield people; and, as Northfield girls are eligible for the scholarship, it seems a cause in which all would be interested.

The Galloway Players were much liked in their performance at the Seminary last month of "The Late Christopher Bean."

Going To Church

The President with his wife and mother and other members of the family attended church last Sunday. That is news only in the sense that all the doings of the first citizen are of interest to all his countrymen.

All our Presidents have been church-going men. They have differed widely in their religious ideas. They have attended services which varied greatly in character. President Roosevelt is an Episcopalian. His predecessor went to "Quaker meeting." Coolidge was a Congregationalist, Harding a Baptist, Wilson a Presbyterian, Taft a Unitarian.

Why not try the plan yourself? This Lenten season offers the best of opportunities for an experimental venture. Churches of all denominations in all parts of the city are available for worship almost any day. A few now hold services every day.

In these days of unrest, with the uncertainties of the future pressing heavily on the mind, the church may well seem a haven of hope and peace. If the interval has been long since last you attended you may appreciate the service all the more. The Book that will be read from has influenced the lives of all the people in the land. The hymns perhaps will bring back recollections of your old home. It will be strange, indeed, if the sermon does not contain some passage of value for your own situation. Maybe you can find that thrill you have been seeking, and in the one place where you have not looked for it, Boston Herald.

Married Fifty Years

Mr. & Mrs. S. E. Whitmore Will Observe Anniversary

Mr. and Mrs. Stephen E. Whitmore announce the coming of their fiftieth wedding anniversary on Friday, March 30, when they will give a social evening in Alexander Hall from 8 to 10 o'clock in celebration of the event. They extend a hearty invitation, through the Herald, to their friends to meet them there at that time. No gifts.

Brotherhood Meeting

Reported by Harry A. Erickson

The regular monthly meeting of the Northfield Brotherhood occurred last Tuesday night in the vestry of the Trinitarian Church with about 60 members attending. A baked-bean supper was served. President L. L. Norton presided at the business meeting. The advisory board proposed an amendment to the constitution providing for a change in the allocation of the funds, 90% to be devoted to the regular expenses, and 10% for the benefits. At present it reads 76% and 25% respectively. R. E. Bruce was admitted as a new member.

Dr. Charles W. Merriam of Deerfield, who has recently returned to Franklin County after more than 20 years pastorate in Detroit, was the speaker of the evening. Dr. Merriam has charge of the religious services at both Deerfield Academy and at Eaglebrook School, as well as supervising the work of two churches in the village. At the meeting of the Brotherhood the speaker emphasized the need of Puritan ideals, and by that he did not mean the narrow, conventional, and erroneous impressions that most people have of the Puritans.

She suggested Massachusetts State Colleges at Amherst and at Framingham as suitable places for training at nominal costs. Miss Sivert also spoke on clothing, etiquette, and foods, stressing especially in the adequate diet.

These nice days find the boys working out a little in baseball preparatory for intensive practice after the spring vacation which begins Friday.

A fair crowd turned out for the Athletic Association of the Northfield High School plays Tuesday evening. These were given for the purpose of helping the boys with their athletic program for the needs of the people today."

In conclusion the speaker stated the world was suffering a depression of character today, and that he knew of no better remedy than to follow the principles of the teaching and the life of the Man of Galilee.

Seminary News Notes

The spring vacation at the Seminary begins Friday, March 23. Girls will return April 5.

Weston defeated Marquand and wins the large swimming cup. Marquand as runner-up receives the small cup.

The Industrial Relations Group of the Northfield Seminary church has voted to join the L. I. D. A. representative of that organization spoke in East Hall, Saturday afternoon to members of the group.

The chapel speaker at both services on Sunday was the Rev. William P. Schell of New York City. Mr. Schell who is a secretary of the Board of Foreign Missions of the Presbyterian church, spoke to the World Outlook Group of the Church on Saturday.

Prof. Ralph Harlow of Smith College lectured Friday on The Race Problem to both of Miss Rogers' Bible VI classes. Prof. Harlow and his wife and daughter, Betty, had lunch at Marquand Hall.

The Marquand team, captained by Bayley Bunce, has won the basketball championship and cup. They defeated East, Gould, and Weston in the intramural games. Weston, as runner-up, receives the small hall cup.

Marquand's swimming team defeated the Gould team in a meet at the Munger Pool on Monday morning.

The March Heir is a story of the tribulations of Jefferson March III (Robert de Veer) the grandson of the famous poet. His home is besieged by admirers of his too-famous grandfather. Jobs which Marion Carmen's (Rena Tyler) father found him became distasteful when his name gave him away. Although the sympathies of Dick Carmen (George Farley) and Mrs. Rogers (Elizabeth Havercroft) the housekeeper were with him. Marion decided he is "lazy" and a "dilettante." When Newton MacDougal comes up, thinking he was "just another tourist" like Mrs. Judd (Margaret Gray), Dick takes Jeff's place and attempts to drive him away although it turns out that he is from Hollywood to sign Jeff up as technical director of a picture on his grandfather's life. Thus Marion and Jeff may get married immediately. Mr. Charles A. Parmer Jr. coached this play which was presented with the courtesy of Samson French.

All actors did well and it is to be regretted that the townpeople found more important engagements. Miss Elizabeth Auerbach sang two selections and made a good impression. The High School Orchestra enlivened the intermissions.

Henry E. Bemis Mt. Hermon Graduate Dies At Palm Beach, Fla.

After An Accident

Following close upon the death of his sister, Mrs. Gertrude Bemis Kitter, of Highland Ave., who passed away on Thursday the 16th, Mr. Henry E. Bemis, 63, died on the 18th at Palm Beach, Florida. Mr. Bemis was injured about three weeks ago when he was knocked from his bicycle by an automobile. He was known to thousands of persons who spent their winters along Florida's east coast through his management of the Florida East Coast Hotel Company's chain. Mr. Bemis was born in Shelburne Falls Jan. 30, 1871. He graduated from Hermon School in 1891 and has been a very liberal contributor to the School's development and success. He married Miss Inez Jackson Ausley, who with their son Henry L. Bemis, survives him.

High School Notes

Monday Miss Gladys Sivert, Home Demonstrator of Greenfield, spoke to the girls of the Home-making, Economics, and Occupations Classes on Homemaking as a vocation. She mentioned the following fields of work: Homemaking Instructors, 4-H Club Leaders, Home Demonstrators, Social Service Workers, Dieticians, Demonstrators in Food, Dressmaking, Department Store Advisors for the selection of clothing, Designers, Interior Decorators, and Child Psychologists.

She suggested Massachusetts State Colleges at Amherst and at Framingham as suitable places for training at nominal costs. Miss Sivert also spoke on clothing, etiquette, and foods, stressing especially in the adequate diet.

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Horace Humphrey Dies

Horace B. Humphrey, 77, died yesterday in the home of Mrs. A. C. Walker in Dummerston, where he had lived the last year and a half. Mr. and Mrs. Humphrey had lived at Oak Park, Ill., for many years, where Mr. Humphrey was a commercial photographer. Mrs. Humphrey was, before her marriage, Julia Wells, a daughter of a former Dummerston minister, Rev. Moses Wells, who for many years owned the property on South Main St. now belonging to Mrs. Wall. Mr. Humphrey leaves his widow; a daughter, Mrs. Charles Francis Woodard of New York, and a grandson, Charles Humphrey Woodard.

Three interesting plays were presented. A stolen ring was the inciting force of "Not on the Programme." Rastus Brown (Ralph Reed) and Ophelia Johnson (Evelyn Johnson), colored plumber and maid, wanted to save a hundred dollars so that they might marry and have money enough to furnish four rooms. A reward of One Hundred Dollars for the discovery of the ring gave them their chance and Rastus set to work to show Ophelia "dat he loves her." Mrs. Murray Whitney (Jean Giebel) is in a play and her practice with Vincent Fielding (Milton Twyson), a dramatic instructor, leads to the assumption that they are responsible for the loss of Mrs. Jones' (Edna Sliva) ring. Officer Hogan (William Ross) was called by Rastus and Mr. Whitney by Ophelia and the mixup was complete. After a few minutes scrambling around the stage, Rastus retired to turn off the water and discovered Mrs. Jones' ring in a water pipe. Miss Evelyn G. Lawley was the coach of this comedy.

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Friday, March 23, 1934

Editorial

With the statement which is ap-
pearing in many of our leading
newspapers that there are in our
country probably as many gang-
sters organized at least in groups,if not nationally, as we have sol-
diers in the U. S. Army, the ques-
tion "What are we going to do
about it?" becomes of tremen-
dous significance.It has come about that our criminals are not worry-
ing about methods of defense
from the attacks of out-ruled so-
ciety, but society is on the de-
fensive against persistent and out-
rageous crime.We are not yet however on the run. We are fac-
ing the situation at least hope-
fully and with a degree of couragethat suggests the probability of in-
creased courage rather than less. Astriking example of aggressive ac-
tivity, of which we hope to hear
more, was recently begun in Bos-
ton by our own honored Herbert

C. Parsons. At his request fifty

outstanding citizens came together

for the serious discussion of some
very serious questions. Here are
some of them:Are we doing all that can rea-
sonably be done to hold our way-
ward boys in check, to guide them
properly before a court stigma ison them and to direct them after
they have run afoul of the crimi-
nal law? Are our public and our
private agencies well co-ordinated?Are they all supplementing one
another as they should? Have we
really accomplished a maximum of
good in Massachusetts since we set up our juvenile courtsand enacted our juvenile delin-
quency laws twenty-five or 30
ago? Is not the early maturity of
our criminals some evidence thatthe young are not responding ade-
quately to corrective influences?Here is something to engage
the thought, the time and the tal-
ents of all who hate iniquity. Prot-
estants, Catholics, Jews, the courts,the schools, the press, in fact every
agency that can exert an influence
must awaken to the call beforeit is too late. Even in a quiet vil-
lage like our own we should be
concerned, if not for our own
sakes, then for the sake of our
children. The hot-beds of crimeare the cities; the cities call loudest
to our young men and young
women and the most of us per-
haps will some day see our boys
and our girls answering the call.Shall we not then strengthen them
to the full extent of our powers
against the possible day of tem-
ptation and danger? If we don't,
who will?

A Letter

To the Editor:

Yesterday was the 159th anni-
versary of Edmund Burke's Speech
of Conciliation with the
American Colonies. If the politi-
cal leaders of the nations today
could study the underlying prin-
ciples of that great speech and
act on them, the problems of dis-
armament, security, peace, and
justice would soon be solved. But,
just as Burke pleaded in vain with
a king who could not see beyond
the satisfaction of his own personal
power, so do most of the leaders
of the people today fail to see
beyond their own national bound-
aries. A quotation from the
speech is timely."The proposition is peace. Not
peace through the medium of war;
not peace to be hunted through
the labyrinth of intricate and end-
less negotiations; not peace to
arise out of universal discord,
fomented from principle in all
parts of the empire; not peace to
depend on the judicial determina-
tion of perplexing questions, or
the precise marking the shadowy
boundaries of a complex govern-
ment. It is simple peace, sought
in its natural course, and in its
ordinary haunts — it is peace
sought in the spirit of peace, and
laid in principles purely pacific.
Plain good intention, which is as
easily discovered at the first view
as fraud is surely detected at last,
is, let me say, of no mean force
in the government of mankind.
Genuine simplicity of heart is a
healing and cementing principle."

Harry A. Erickson

March 22, 1934

South Vernon

The friends of Mrs. Bessie Holton
sent her a Sunshine Box,
Thursday to help her while away
the long, weary monotonous hours.
She has been seriously ill for several
weeks and is cared for by her
sister-in-law, Mrs. Philip Holton,
of Hinsdale, N. H.Ralph Tyler returned to his home
in Bristol, Conn., Friday morn-improved in health after having
spent two weeks with his parents,
Rev. and Mrs. George E. Tyler.
His brother Carey Tyler carried
him as far as Springfield, Mass.,
by auto. Mr. Tyler has been se-
riously ill with heart trouble for
several months.The service at the South Ver-
non Church next Sunday and dur-
ing the week:10:45 A. M. Church School.
7 P. M. Song Service followed
by sermon.7:30 P. M. Thursday, March
29, mid-week service at the Ver-
non Home.There will be a choir rehearsal
at the parsonage, Friday evening,
March 28, at 7:30 o'clock to practice
music for the Easter Concert.
All those who can sing are invited
to come and give us a helping
hand.Last Sunday morning the pas-
tor, Rev. George A. Gray spoke
from the subject, "Reversing
Life's Appeal." In the evening
"Jesus of Nazareth Pas-
seth By." At the close of the ser-
vice, Mr. and Mrs. Gray gave a
very touching account of the dan-
gerous illness of their little daugh-
ter Nina and of her being healed in
answer to prayer. It is only by
God's mercy and His saving power
that her life was spared. She has
sufficiently recovered her health,
so as to return home Tuesday
from the Brattleboro Memorial
Hospital, after having been much
improved.

Appreciation and Gratitude

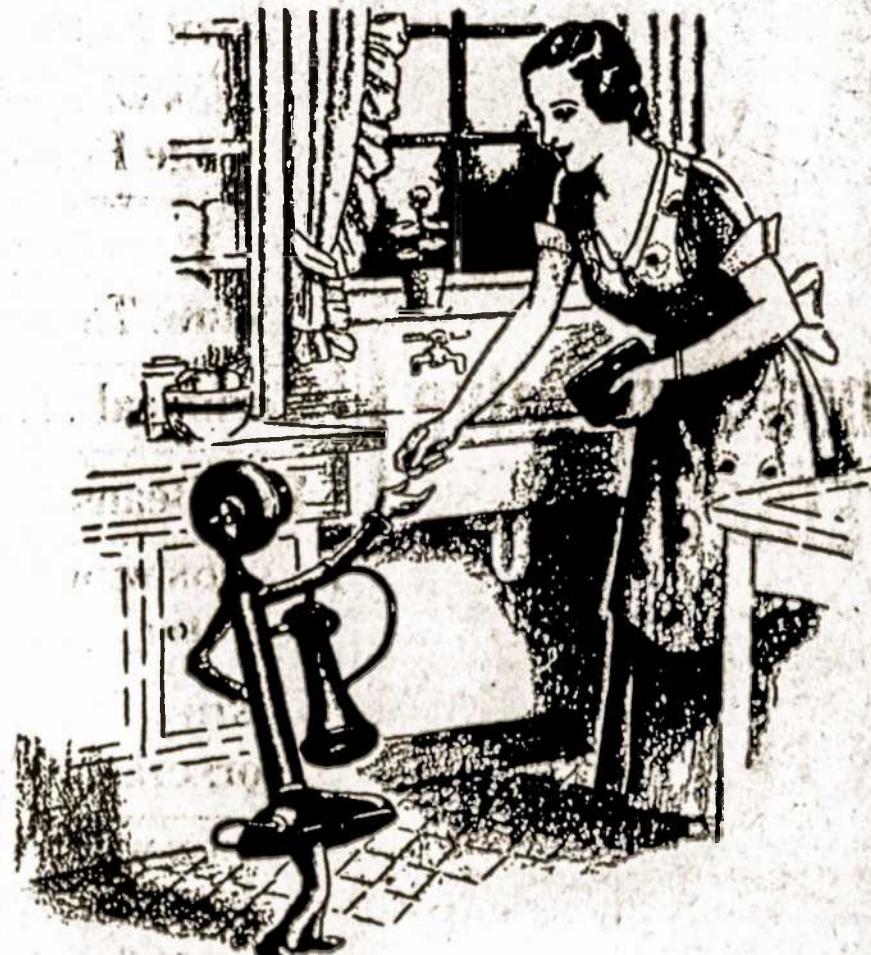
Mrs. Malbon wishes to express
her deep gratitude for the kind
thoughts of friends and neighbors
in her recent bereavement. The
countless notes of sympathy and
beautiful flowers have brought
comfort and consolation.

Northfield's I.G.A. Store

LUMAN A. BARBER, Prop.

Offers the Following Specials

Sirloin Roast	lb. 25c
Beef, Lean Ends	lb. 12c
Round Steak, Whole Slice	lb. 17c
Pork Loins, Whole or Half	lb. 17c
Frankfurts, Medium	2 lbs. 29c
Home-made Sausage	lb. 21c
Pure Lard	4 lbs. 39c
Celery	bunch 10c
Spinach	peck 19c
Strictly Fresh Eggs	3 doz. 75c

EASTER LILIES and POTTED PLANTS
Will be on Sale beginning next Thursday, March 29FREE DELIVERY
Telephone Orders Given Prompt Attention

Only 10c a DAY

YES, that's what I'll work for—10 cents a day—even a little less than that, if necessary, or a little more if you want special services.

And for an A-1 man-of-all-work, that's what I call reasonable.

I'll be on duty day and night, ready at a moment's notice to run your errands, carry your messages, keep you company, help you get work, and protect you against all kinds of emergencies.

Try me, and you'll never want to be without me again.

Come in or call our Business Office to ask about service. You can call me without charge from any Public Telephone.

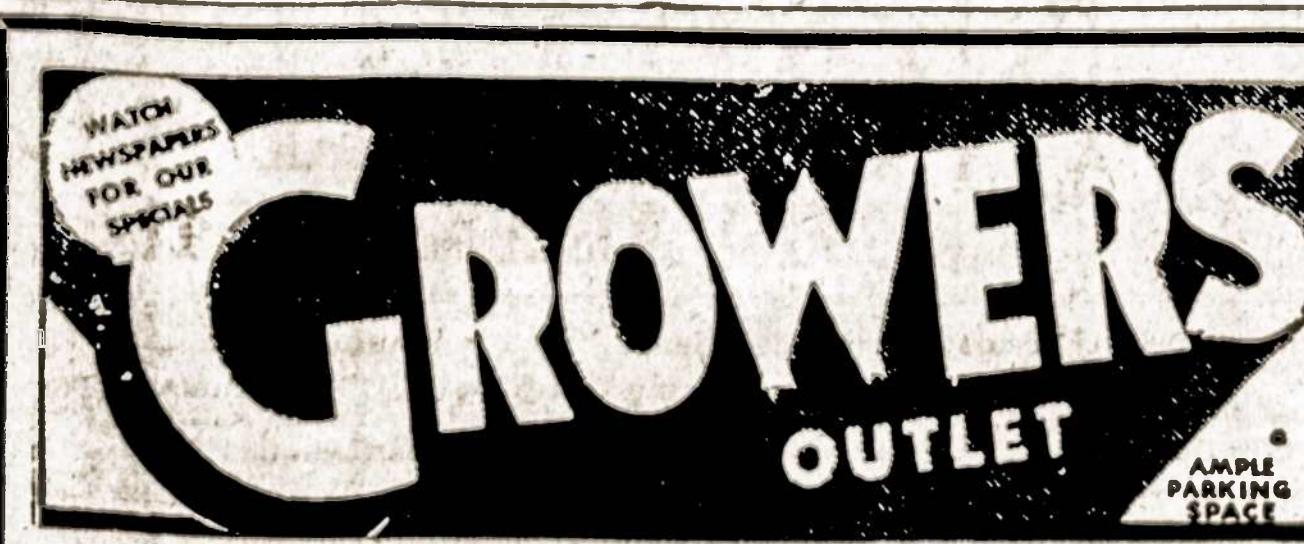
NEW ENGLAND TELEPHONE
AND TELEGRAPH COMPANY

11 Church St., Greenfield, Mass. Tel. 9911

CARD OF THANKS

We wish to express our thanks
to all our neighbors and friends
for their many acts of kindness
and expressions of sympathy dur-
ing the illness and death of Sarah
Jeanette Morgan and for the many
beautiful floral tributes sent.Mr. and Mrs. Charles Morgan
And Relatives.Mrs. Nellie Field of Hinsdale,
N. H. spent Wednesday with her
friend Mrs. George A. Day.

DENTAL NOTICE

To meet the needs of the
times, L. L. Clark, D.D.S.,
Greenfield, Mass., not only of-
fers good work at reasonable
prices, in all branches of den-
tistry, but aSPECIAL RATE TO
ALL SCHOOL CHILDRENAt private dental clinic—Red
Cross rate to small children.Also I will accept in payment
of more convenient to patrons,
1st class Maple Syrup put up
O. K. in 1-gallon cans with pro-
ducers stamp as required by
law, and will allow \$2.00 per
gallon on dental account. I can
use syrup in bulk at lower
price.L. L. CLARK, D.D.S.
6 Chapman St. Greenfield Mass.
Tele. — Dial 4111
Over 25 years' practice
in GreenfieldMARCH
BANNER
SALE!GROCERIES AT SUCH AMAZINGLY LOW PRICES THAT IT
PAYS TO STOCK UP NOW -- 5 LUCKY BARGAIN DAYS
BEGIN TUES., MARCH 20th, END SAT., MARCH 24th

MEAT SPECIALS

DU-ALL DRY
MOPS
29c

Regularly 69c Value

DEL MONTE CRUSHED
PINEAPPLE
12½c canSAFETY
MATCHES
12-Box
Carton
5cBAKING
CHOCOLATE
½ lb. bar 10cDIAMOND CRYSTAL
SALT
1½ lb. box 3cGOLDEN YELLOW
CORN
3-No. 2 Cans 25cDEL MONTE
SARDINES
In Tomato Sauce
can 8½c

VEAL STEW

PIGS FEET

BREAST OF VEAL

5c
lb.

HAMBURGER

SHOULDER OF
VEAL
CHUCK ROAST
10c
lb.SLICED BACON
LINK SAUSAGE
2 lbs. 25cRIB ROAST PORK
LEGS OF VEAL
12½c
lb.

Tender Pot Roast, 15c lb.

NO. 7 5-STRING
BROOMS
23cCAMPBELL'S
Pork - Beans
6 cans 27cRED DEVIL
CLEANSER
can 3cPEANUT
BUTTER
1 lb. jar 12½cDRY SOAKED
PEAS
3-No. 2 Cans 25cHONEY BUNCH
RAISINS
7 oz. pkg. 3cARMOUR'S
Corned Beef
No. 1 Can
13½c

COHOE SALMON tall can 15c

SOLID PACK TOMATOES No. 2 can 10c

HENKEL'S BUCKWHEAT FLOUR 9c

PHILLIP'S PORK BEANS 3 lge. cans 25c

DEMING'S PINK SALMON tall can 12½c

CAMPBELL'S TOMATO JUICE can 6½c

ARMOUR'S DEVILED MEAT 3 cans 10c

HELLMAN'S MAYONNAISE 8 oz. jar 13½c

FORMAN MUSTARD qt. jar 14c

HAMLIN KIEFFER PEARS No. 2½ can 12c

VICTORY DOG FOOD can 6c

PALM and OLIVE SOAP ea. 2c

Challenge TOILET TISSUE roll 3c

Tiger GLOSS STARCH pkg. 6c

REX LYE 2 cans 17c

P. & SOAP 4 bars 11c

CLEAN Quick SOAP CHIPS 5 lb. box 29c

— BAKERY —

FRESH BAKED BREAD ... loaf 7c

PLAIN DONUTS doz. 21c

ASST. COOKIES doz. 15c

ASST. CAKES 2 for 29c

SALAD

POTATO - CABBAGE

2 lbs. 15c

BUTTER

lb. 26c

CIGARETS	11½c
CAMEL'S LUCKIES, OLD GOLD, CHESTERFIELD & RALEIGH	11½c
AT	11½c
TOBACCO	59c

NATION-WIDE STORE

Place Your Order NOW

For Easter Ham
For Easter Shoulder
For Easter Bologna

College Inn
Tomato Juice Cocktail
Grapefruit Juice
Chicken Broth

Free Delivery each Tuesday, Thursday and Saturday afternoon

FRED A. IRISH, Proprietor
Telephone 136-2 Northfield, Mass.

TRY "THE HERALD" JOB PRINT

Enduring Principles

At the foundation of this institution are the policies and principles which guide its course and determine its objectives:

To safeguard the funds of depositors by every precaution of prudent management; to lend for constructive purposes to those who meet the usual requirements of bank credit; to give our customers, helpful, cordial co-operation in every banking need.

These fundamental principles do not change with changing conditions.

Vermont-Peoples National Bank
BRATTLEBORO, VERMONT

THE BOOKSTORE

STATIONERY
PAPETRIES, PADS, ENVELOPES
BOOKS
RELIGIOUS JUVENILES
PENS MAGAZINES
NEW YORK — BOSTON — SPRINGFIELD
DAILY PAPERS

East Northfield, Massachusetts

THE
NORTHFIELD

A "Real New England Inn"

OFFERS

New Low Rates—Day, Week or Month.
Gift Shop — from which distinctive gifts may be purchased at reasonable prices
Beauty Parlor — open week days.
Service by Appointment
Garage Storage and Service
Auto and Bus Livery
Special reduced Rates to Townspeople
A. GORDON MOODY, Resident Manager
Garage, Telephone 61 Hotel, Telephone 44

AN EXECUTOR
MANY TIMES

If you name an Executor who has never held such a position, how can you feel sure your estate will be settled in the best way for your family?

This bank has been serving Greenfield and Franklin County people as Executor for many years. Name it in your Will, and your family will be fully protected.

FIRST NATIONAL BANK
and TRUST COMPANY

Greenfield, Mass.

TRY "THE HERALD" JOB PRINT

For Your Amusement
At The TheatresAt The Lawler
GREENFIELD

Afternoons at 2:15; evenings at 7:30. Holidays and Sunday continuous from 2:15.

NOW PLAYING
"I LIKE IT THAT WAY"
"THE LOST PATROL"

Sunday thru Wednesday
March 25, 26, 27, 28

Who knows the yearnings of a schoolmarm's heart—or the fierce longing of a chicken farmer's soul? We don't know and the chickens don't care. Come and see for yourself.

Slim Summerville
Zasu Pitts
IN
"LOVE BIRDS"

Imagine—a woman as glorious as Kay Francis in a land where beauty is a girl's misfortune and there are only nine commandments.

Kay Francis - Lyle Talbot
Ricardo Cortez
IN
"MANDALAY"

Thursday thru Saturday
March 29, 30, 31
Edward Everett Horton
Edna May Oliver
IN

"THE POOR RICH"
Can you imagine what happens when aristocratic paupers try to show a front to their former wealthy friends.

Thelma Todd—Andy Devine
Leila Hyams—John Miljan

When love's lightning strikes twice in the same place somebody's got to pay for the damage done. See Aline MacMahon make herself a star in—

"HEAT LIGHTNING"
With
Ann Dvorak Glenda Farrell
Frank McHugh Preston Foster
Lyle Talbot Ruth Donnelly

Coming Soon
George Arliss in
"HOUSE OF ROTHSCHILD"
Constance Cummings, in
"CHARMING DECEIVER"

Ruby Keeler, Dick Powell
Al Jolson, in
"WONDER BAR"

Anna Sten, in
"NANA"
Katherine Hepburn, in
"SPITFIRE"

Latchis Theatre
BRATTLEBORO

Friday and Saturday
James Dunn - Claire Trevor
IN
"HOLD THAT GIRL"

—ALSO—
News-Comedy-Novelty

Monday and Tuesday
Claudette Colbert in
"TORCH SINGER"

With
Ricardo Cortez
David Manners and
Baby LeRoy

—ALSO—
News-Comedy-Novelty

Wednesday and Thursday
Jackie Cooper in
"LONE COWBOY"

With
Lila Lee - John Wray
Comedy-Novelty and News
Matinee 2:30 - Evening 7:30

Coming Soon
"GEORGE WHITE SCANDALS"
"RIPTIDE"
"VIVA VILLA"

Auditorium

Saturday Only
Marion Nixon - William Gargan
IN
"THE LINE-UP"

Extra! News and Novelties

Monday and Tuesday
Aline MacMahon in
"HEAT LIGHTNING"

With
Ann Dvorak - Preston Foster

—ALSO—
News-Comedy-Novelty

Wednesday and Thursday
"THE CONSTANT NYMPH"
With
Brian Aherne - Victoria Horner
From the novel
Margaret Kennedy

—ALSO—
Added Short Subjects
Matinee 2:30 Evening 7:30

Coming Soon
"DEATH TAKES A HOLIDAY"
"DAVID HARUM"
"WONDER BAR"

AT THE VICTORIA

GREENFIELD'S ONLY
INDEPENDENT THEATRE

Thursday, Friday & Saturday
March 22, 23, 24

Ginger Rogers
Norman Foster
Zasu Pitts
Lucien Littlefield
IN

"PROFESSIONAL
SWEETHEART"

A comedy drama picturization of
behind the microphone radio life.
Gaily tuneful with catchy mu-
sical numbers.

—ALSO—
George Brent
Margaret Lindsay
Eugene Pallette
Hugh Herbert
IN

"FROM HEADQUARTERS"

A highly interesting picturization
of modern police methods which
will prove educational and interest-
ing.

Friday Night
"AMATEUR NIGHT"
Let's Go!

Starting Sunday
March 25—4 Days
Babe Daniels in
"SONG YOU GAVE ME"

A lavish production rich in mirth
and melody; resplendent in romantic
settings and bubbling with gay tuneful music.

Miss Daniels is reminiscent of her
triumph in "Rio Rita," "Dixiana,"
"Reaching for the Moon," and
"42nd Street."

—ALSO—
Spencer Tracy
Fay Wray - Ralph Morgan
IN
"SHANGHAI MADNESS"

An adventurous story of the sea.

PARK YOUR CAR
AT THE

MANSION HOUSE GARAGE
CLEAN—WARM—RELIABLE

GARDEN
THEATRE

NOW PLAYING

Wednesday, Thursday, Friday
March 21-22-23

The greatest Wild Animal Picture
ever Filmed. See Asia's Fiercest

"DEVIL TIGER"

Jungle-Beasts at Death Grip in

Back Alive".

With

Mario Burns, Kane Richmond

and Harry Woods

—ALSO—

"LAZY RIVER"

Mystery, drama, romance and

comedy in this story of the south-
lands.

With

Jean Parker, Robert Young

Raymond Hatton, Ted Hesley

Nat Pendleton and Irene Franklin

Four Days Starting
Saturday, March 24
Richard Arlen in
"COME ON MARINES"

With

Ide Lupino and Monte Blue

An exciting drama of our dare-
devil marines in the rebel coun-
try of the Philippines.

—ALSO—

"THE QUITTER"

With

Barbara Weeks, William Bakewell

Charley Grapewin and

Emma Dunn

Continuous Shows Saturday
and Sunday 2 to 11

—Coming—

Three Days Starting
Wednesday, March 28

The screen debut of a new Para-
mount Star.

Dorothy Dell

Former Follies Star and Broadway

Singing Sensation.

IN

"THE WHARF ANGEL"

With

Victor McLaglen and

Preston Foster

A dramatic story of San Francis-
co's notorious Barbary Coast of

other days... and... a few nov-
els to be forgotten songs by Miss

Dell...

—ALSO—

"THE BIG BLUFF"

Comedy-melodrama with star

cast

Daily Matinees 2 P.M.

Evenings continuous 6:45 to 11

NATION-WIDE

Easter
Specials

March 22-31

NATION-WIDE—Whole or Half
Ham per lb. 28c

Boned—Rolled—Wasteless

FRESH EGGS

We carry a good supply for Easter
—Get our low prices

NATION-WIDE
Coffee per lb. 25c

Morning—Noon—Night

NATION-WIDE
Smoked Shoulders per lb. 17c

Fancy Trim, Medium Size, Tender Meat

NATION-WIDE
Sliced Bacon per lb. 25c

Specially Cured, Specially Selected, Carefully Sliced

MAY WE SUGGEST

CAMPBELL'S
Noodle Soup 3 tins 25c

BIG BUSTER
Pop Corn 3 lbs. 21c

CAMPBELL'S
Tomato Juice 3 tins 25c

NATION-WIDE TEA
Formosa Oolong 1/2 lb. pkg. 29c

CAMPBELL'S
Mushroom Soup 3 tins 25c

STERLING
Fig Bars 2 lbs. 25c

CASTANA
Brazil Nuts lb. 15c

NATION-WIDE TEA
Orange Pekoe 1/2 lb. pkg. 33c

COOKING NEEDS

Minute Tapioca pkg. 12c

Cornmeal 3 pkgs. 25c

Pea Beans 5 lbs. 23c

NATION-WIDE
Gelatin 5 pkgs. 25c

MASTIFF—The Famous Spring Condiment
Horseradish bottle 10c

NATION-WIDE
Salad Dressing pint 18c

Makes Your Salad More Appetizing

DOROTHY RICH
Assorted Chocolates lb. box 49c

NATION-WIDE or MASTIFF
Raspberry or Strawberry
Preserves 16 oz. jar 21c

LOOSE—SUNSHINE—WILES

Oyster Crackers 1 lb. pkg. 18c

America - here they are!

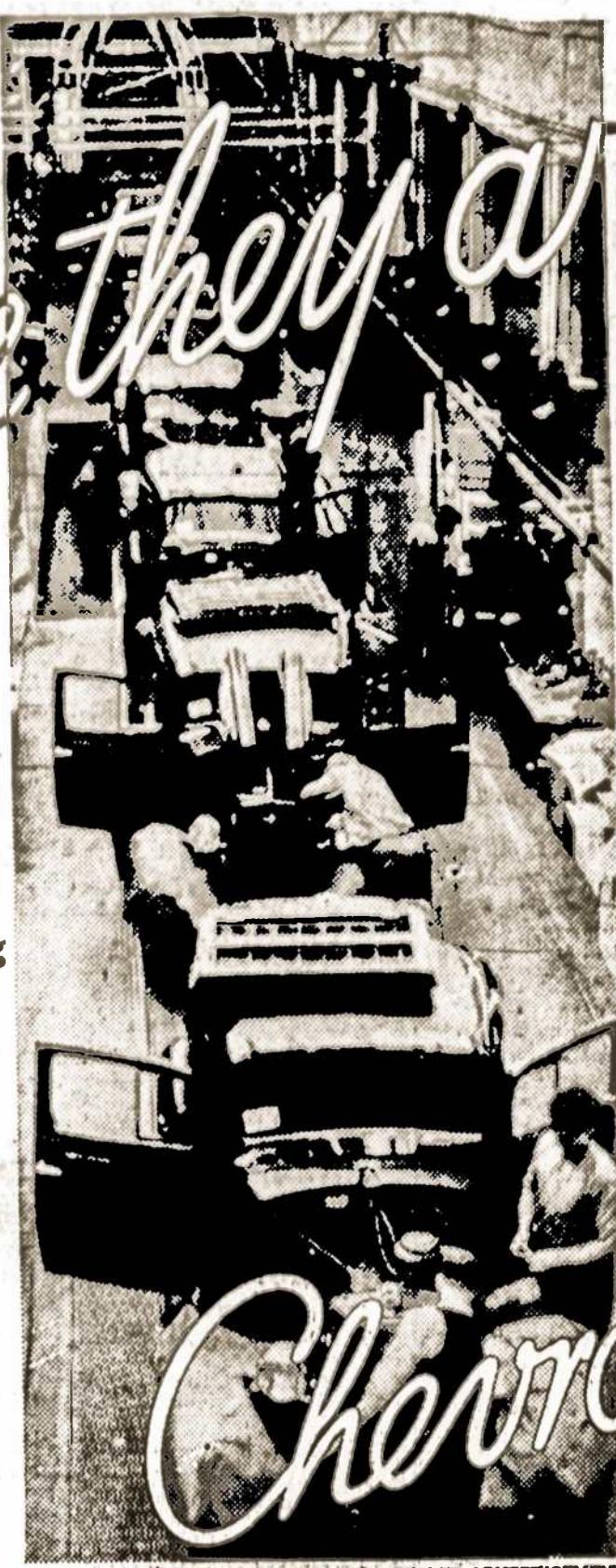
To fill the record-breaking nationwide demand, Chevrolets are being produced at a record-breaking rate of

4000

units a day!

CHEVROLET

A GENERAL MOTORS VALUE



DEALER ADVERTISEMENT

JORDON MOTOR SALES East Northfield

Greenfield-Brattleboro
MOTOR COACH SERVICE

Effective March 9, 1934

Leave Greenfield—Week days, 10-40 A. M. Bernardston, 10.55 Mt. Hermon, 11.08—Northfield P. O. 11.08—East Northfield 11.10—Hinsdale, 11.25—arrive Brattleboro 11.40 A. M.

Leave Greenfield—Sundays—12.45 P. M.—Bernardston, 1.00—Mt. Hermon 1.11—Northfield P. O. 1.18—East Northfield 1.20—Hinsdale 1.35—arrive Brattleboro 1.50 P. M.

Leave Greenfield—Daily—5.45 P. M., Bernardston, 6.00—Mt. Hermon 6.11—Northfield P. O. 6.18—East Northfield 6.20—Hinsdale 6.35—arrive Brattleboro 6.50 P. M.

Leave Brattleboro—Week days 1.00 P. M., Hinsdale 1.15—East Northfield 1.30—Northfield P. O. 1.32—Mt. Hermon 1.37—Bernardston 1.45—arrive Greenfield 2.00 P. M.

Leave Brattleboro—Sundays—2.30 P. M.—Hinsdale 2.50—East Northfield, 3.05—Northfield P. O. 3.09—Mt. Hermon 3.15—Bernardston 3.25—arrive Greenfield 3.45 P. M.

Leave Brattleboro—Daily—6.50 P. M.—Hinsdale 7.05—East Northfield 7.20—Northfield P. O. 7.23—Mt. Hermon 7.30—Bernardston 7.40—arrive Greenfield 7.55 P. M.

Locals

Twenty four members of Harmony Lodge played the final game of pitch one evening last week with members of the Hinsdale Lodge and were gloriously defeated by a majority score of 136 points. The victors will be given their reward tonight at the Hotel Northfield in shape of a real Turkey supper with all the trimmings, to be followed by cards.

No sessions will be held in the Mount Hermon School Gymnasium on March 26 and April 2 because of school vacation, but work will be resumed on Monday April 11.

Wonders of Science and Invention

OVER 400 PICTURES

Told In Simple Language

Would you like to keep posted on all the new developments in this remarkable world of ours? The new Inventions—the latest Scientific Discoveries—the amazing Engineering Feats—the progress made in Aviation—Radio—Electricity—Chemistry—Physics—Photography, etc.? These and many other fascinating subjects are brought to you each month through the pages of POPULAR MECHANICS MAGAZINE.

Something for Everyone!

Special departments are devoted to the home craftsman and practical workshop. The radio enthusiast has a large section filled with news and helpful information on construction and maintenance of both transmitters and receivers. For the homemaker, there are scores of hints to lighten her daily tasks. It's the one magazine everyone in your family will enjoy.

At All Newsstands 25¢ or by Subscription \$2.50 a Year

Stop at your favorite newsstand and look over the current issue. If your newsdealer is sold out, order direct.

POPULAR MECHANICS
200 E. Ontario St., Dept. N, Chicago

POPULAR
MECHANICS
MAGAZINE

There's more than a
MODERN
APPEARANCE
to an
ELECTRIC KITCHEN



Smart and modern in
every way, the all-electric

kitchen brings a new beauty to the workshop of the
homemaker . . . but there's a great deal more than
appearance in the all-electric kitchen.

New convenience and new hours of freedom from
kitchen cares that are enjoyed by the homemaker—
spotless cleanliness that makes the kitchen as easy
to clean as any room in the house—economy that
helps balance the family budget—these are but a few
of the many advantages of the all-electric kitchen.

Plan your ideal electric kitchen

now— you may buy it as a unit,
or piece by piece as your
budget permits—its many
advantages will add new
hours to your day.

CO-OPERATING DEALERS ARE
FEATURING AN INTERESTING
FREE INSTALLATION OFFER

AN ADVERTISEMENT BY THE WESTERN MASSACHUSETTS ELECTRIC COMPANY
Amherst • Easthampton • Greenfield • Offices of WESTERN MASSACHUSETTS COMPANIES

CLASSIFIED

Rate—One cent per word per insertion, minimum charge 25c per insertion. Cash in advance required.

Classified advertisements should reach the Herald office before Thursday noon for proper insertion. Advertisements may be left at the Herald office or telephoned to 280-3.

FOR RENT—On Elm Ave. a six room cottage, electric lights. Inquire of Mrs. John E. Nye. 3-9-3t

If you are planning to move this spring it might be well to get my list of houses and apartments. Not very many of them but they are worth knowing about. I have a few, very attractive homes for sale at reasonable prices and easy terms.

W. W. Goe 36 Main St.
Telephone 209

BUSINESS SERVICES

We turn brake drums, repair sewing machines, motors, pumps, vacuum cleaners, gas engines, Babbitt bearings, make gears and machine parts. Bickford Machine Shop, 248 Silver Street, Greenfield, Mass. Phone 5020. 2-12

PROFESSIONAL

A. H. WRIGHT, M. D.
PHYSICIAN AND SURGEON
Main Street, Northfield
Telephone call 90—private line
Office hours—1.30 to 3
and 7 to 8 p. m.
Sundays by appointment

DR. RICHARD G. HOLTON
Dentist
Bookstore Building—E. Northfield
OFFICE HOURS
9 a. m. to 12 m. — 1.30 to 5 p. m.
except Saturday p. m.
Telephone 105-2

W. G. WEBBER, M. D.
29 Highland Avenue
Telephone Northfield 82
Office hours 1-3 and 6-8 p. m.

R. E. HUBBARD, M. D.
138 Main St. East Northfield
Office Hours: Daily 12.30 to 2.00 p. m.
Evenings
Tuesday—Thursday Saturday 7-8
Other hours by appointment
Special Attention Given to
Surgery and Diagnostic Work

BUSINESS

SAMUEL E. WALKER
Notary Public
Fire and Casualty Insurance
Bookstore Building
East Northfield, Mass

L. BITZER

Watchmaker—Jeweler
Get your WATCH cleaned
at BITZER'S and save money
Cleaning \$1.00
Main Spring \$1.00
Crystals 35c
7 Linden Ave. — Greenfield

LeRoy Dresser
MOVING
Local and Distance
ALL LOADS INSURED
FURNITURE and PIANOS
MOVED WITH CARE
Tel. 36-3 Northfield

LINDELL'S MOTOR EXPRESS

WALTER A. LINDELL
Prop. Overnight Service between Boston, New York and Providence, Keene, N. H., Springfield, Mass., Hinsdale, N. H., Brattleboro, Vt.
Orders may be phoned or left at

HERALD OFFICE
Tel. 230-3

A. E. Holton Electrician

Electrical Appliances
free installation
Northfield Phone 101

SUPER-CLASS

Piano Service
TUNING and REPAIRING
Moth Cleaning and
Case Refitting
A. L. GOODRICH
208 Silver St., Greenfield
Factory-trained at Chickering
tuner for such artists as
Zimball, Warrenrath and
Gilligan

THE NORTHFIELD HERALD

Volume 31
Leona Hadam
East Northfield, Mass.
4-54

Northfield, Massachusetts, Friday March 30, 1934

Price Five Cents

Summers Conferences Announcement Season Begins June 25, Ends August 20

Magic Names Of Moody, Mott And Speer Appear As Leaders Of The General Conference

Early Northfield Conferences are recalled here today when it is announced that Dr. John R. Mott and Dr. Paul D. Moody are to be co-chairmen of the General Conference to be held here August 1 to 12 and that Dr. Robert E. Speer will be one of the speakers. Dr. Mott, now chairman of the International Missionary Council, formerly world leader of the Y. M. C. A. and Dr. Speer, Presbyterian Foreign Mission President, were among the original leaders of the Northfield Student Conference and in this way were closely associated with D. L. Moody, founder of the Northfield Conferences, while Dr. Paul Moody, president of Middlebury College, Vt., is the youngest son of the late founder.

This announcement was issued in the form of a "call" following the precedent set by D. L. Moody in August 1880 when he issued a similar invitation to the first Northfield Bible Conference. In addition to the co-chairmen this year's call is signed by Wilfred W. Fry, president of the Board of Trustees of The Northfield Schools, and president of N. W. Ayer & Son, Inc., of Philadelphia; and Elliott Speer, headmaster of Mount Hermon School and local administrative head of The Northfield Schools. The Conferences are under the auspices of The Northfield Schools.

The Call reads as follows: "At a time of unprecedented changes in values, with the very face of the globe being refashioned politically, economically and socially, it is right and proper to pause to take stock of those things which are eternal and dependent on a throne which does not fall. It is helpful to do it in an atmosphere where the past meets the present, in places hallowed by prayer and memories. To this end an invitation is issued to all interested in the maintenance and expansion of the Kingdom of God to come to the General Conference in Northfield August 1-12.

"That the addresses and discussions may be unified and of greatest helpfulness, they will all deal this summer with one central theme — 'What Think Ye of Christ?'

(Signed) Wilfred W. Fry
Dr. Paul D. Moody
Dr. John R. Mott
Elliott Speer

After the death of D. L. Moody in 1899 his son, W. R. Moody, carried on the Conference in conformity with the policies of the founder until his death last October. Dr. Mott was then asked by the trustees to assume full responsibility for the leadership of the Conference this summer. Owing to the fact that he had engagements in Europe and Africa which would make it impossible to return to the United States until the second week in August, he was unable to accept, but has lent his constant guidance and advice in the preparation for the Conference, and will be here to share the leadership with Dr. Paul D. Moody in the concluding days.

Others on the General Conference program as speakers include Rev. Adam Burnet of Westbourne Church, Glasgow; Dr. Charles E. Jefferson, honorary minister of the Broadway Tabernacle, New York; Dr. George A. Buttrick of the Madison Avenue Presbyterian Church, New York; Dr. Paul E. Scherer of the Holy Trinity Lutheran Church, New York; Dr. W. Douglas Mackenzie, president-emeritus of Hartford Seminary Foundation; and Dr. James Black of St. George's Church, Edinburgh. Dr. Black is the only speaker new to Northfield.

The Conference music will be under the direction of a double quartet selected by Dr. John Finley Williamson from members of the Westminster Choir School of Princeton.

Four other conferences are scheduled for the 1934 season: Girls' June 25 to July 3; Missionary, July 6 to 14; Religious Education, July 17 to 28; Christian Endeavor, August 13 to 20.

Mr. Fred Pallam of the Northfield Hotel is at Hotel Thayer in West Point, N. Y., exchanging notes on hotel methods, service and how to meet the coming wave of prosperity.

A Scotchman came upon an automobile overturned at a railway crossing. Beside it lay a man badly smashed up.

"Get a doctor," he moaned.

"Did the train hit you?" asked the Scotchman.

"Yes, yes. Get a doctor."

"Has the claim agent been here yet?"

"No, no. Please get a doctor."

"Move over, you," said the Scotchman.

"Till I lie down beside you."

The Reflector.

A blackmailer wrote a threatening letter to a motion-picture star, stating that his recently wedded wife would be kidnapped unless a substantial sum was forthcoming.

By error the letter was delivered to the home of a workingman of the same name.

He replied, "Sir, I haven't got no money, but I'm here."

He was in New York at the time, according to the New York Morning Telegraph.

Miriam Winslow Coming To Greenfield

The Woman's Club of Greenfield announces that is sponsor for the coming of Miss Miriam Winslow and her Concert Dancers. Miss Winslow is Boston's most successful and best known dancer. She has been associated with Ruth St. Denis and Ted Shawn, America's greatest exponents of the Dance, and has appeared with them both in New York and on tour.

Miss Winslow and her group offer a varied and fascinating program of colorful Oriental dances—dramatic Spanish—impressionistic modern—sympathetic Negro Spirituals—charming magic visualizations—decorous Greek pastimes.

The costuming is unusually notable for its magnificence and for the quality of contrasts and artistry that it displays in its variety to delight.

Miss Winslow and her group will appear in the Greenfield High School Auditorium Friday evening April 6 at 8 P. M. Tickets will be 50c and \$1.00.

Church Services And Announcements

At the South Church on Easter Sunday the church school will meet for worship with the regular church service beginning at 10:45 o'clock. There will be a service for the children as well as the adults, and appropriate music, carrying the Easter message and centering around the thought "Great Expectations." Reception of new members will be a part of the service.

At the North Church the Sunday School will meet at 10 o'clock. The regular preaching service will be at 11 o'clock with special music by the choir under the leadership of Prof. I. J. Lawrence. The sermon by the pastor will be appropriate to Easter Sunday, on the theme, "Christ Our Resurrection." A group of new members will be received into the Church. The Senior Endeavor Society with special speaker will meet at 7 o'clock. The regular Sunday evening worship at 8:00 o'clock, with special music. On Tuesday Mrs. L. R. Smith's Bible Class. Also the regular meeting in the Barber District. Wednesday evening at 7:30 a sacred concert will be given in the church by thirty college girls from Wheaton College. There will be instrumental as well as vocal music. On Thursday the Ladies' Sewing Society will have an all day sewing meeting in the church vestry. At 7:30 the usual prayer service followed by choir rehearsal.

At St. Patrick's Church, Rev. P. E. Carey, pastor the morning service will be at 10:30.

Because of the Easter Vacation no services will be held in Sage Chapel or at Mt. Hermon on March 25 and April 1.

A New Poultry Bulletin

The 18 million dozen egg business of Massachusetts is presented in an attractive and interesting manner in a new bulletin just published by the State Department of Agriculture. It is entitled "The Massachusetts Poultryman's Handbook" and may be had without charge on application to the Department of Agriculture, State House, Boston. It was compiled and prepared by Julius Kroek of the Division of Markets.

Besides the 18,000,000 dozen eggs as an annual output of the Massachusetts poultrymen, the bulletin reports that more than 5,000,000 chickens were raised and that more than half that number were sold alive or dressed. The total value of poultry and eggs sold in 1932 from Massachusetts farms was upward of \$9,000,000.

"The bulletin will be of practical assistance to Massachusetts poultry raisers," said Dr. A. W. Gilbert, State Commissioner of Agriculture. "It was prepared especially to call their attention to the various factors which affect their business and to assist them in making wise decisions. We have in Massachusetts some sound and workable laws to protect the high quality poultryman as far as is possible, also some to assist him in a definite way in his marketing problem. The chief of these is the Farm Products Grading Law, which enables the Department to set up voluntary grades and permit the use of an exclusive distinctive label to signify the approval of the State Department of Agriculture."

The laws and regulations are given in full in the bulletin and a special section is devoted to a discussion of the various defects which affect the price of eggs. Directions are given for reading eggs by standard practices, and there are numerous illustrations which make the points clear.

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He was in New York at the time, according to the New York Morning Telegraph.

Medicine's Gift To The Public

"A Million Dollars a Day" is the answer to the question recently sent to the medical profession throughout the United States, "How much charity work do you do?" Cards were sent out and 5,823 answers were returned, indicating that the average American doctor contributes 24.58 per cent, or almost one quarter of his time to medical service for which he can expect no compensation. If this be added to another quarter of his time for which he charges but cannot collect it then appears that about one half of the doctors working hours are given over to free work. Statistics show that in normal times 750 million dollars are collected by the medical profession. In these depression years, however this is practically cut in two. This means that 375 million dollars is medicine's gift to the public—slightly more than a million dollars a day. The survey which has resulted in these figures was carefully made by Medical Economics, one of the magazines devoted to the medical art. Without doubt it has revealed a situation which the public did not suspect. Medical charity rests with philanthropic agencies and with local state and national governments—not with the doctor who, though never objecting to the treating of indigent persons, deserves to be paid for his work.

Miss Winslow and her group offer a varied and fascinating program of colorful Oriental dances—dramatic Spanish—impressionistic modern—sympathetic Negro Spirituals—charming magic visualizations—decorous Greek pastimes.

The costuming is unusually notable for its magnificence and for the quality of contrasts and artistry that it displays in its variety to delight.

Miss Winslow and her group will appear in the Greenfield High School Auditorium Friday evening April 6 at 8 P. M. Tickets will be 50c and \$1.00.

The New Norge Now On Display

On Monday April 2 there will be on display at the Morgan Garage three models of the new Norge Refrigerator which since it was placed on market seven years ago has attained a remarkable popularity. Those who have installed a Norge find a constant satisfaction in this ideal refrigerator, day in and day out—satisfaction in knowing that it is a permanent investment for years to come. But that is not all that the Refrigerator assures you. There is economy. Because of its extra power, the Refrigerator cooling action takes place quickly... only a little electric current is required and operating costs are very low.

And Norge offers more than mechanical superiority. There are many other original features and exclusive conveniences. The waist-high food compartment has every corner rounded for easy cleaning. A spring-hinged door, protecting the freezing compartment, makes it odor-proof. Then there is the famous Voir—icebox—the icebox, the Preservoir and Hydrovator. Additional features, including egg and cheese trays, have been added this year. These refrigerators are sold on most reasonable terms.

Garden Club Meets

The Northfield Garden Club held its first meeting in the reading room of Dickinson Memorial Library Wednesday night, with an attendance of seventeen. Prof. I. J. Lawrence was elected President and Blanche L. Corser, Secretary. Mr. Mayberry of Mt. Hermon and Mr. Charles Slatte with the officers will meet April 2 to draft its constitution and by-laws. Dues have been set very low, only 25 cents a year, so that no one may feel forced to stand aside because of expense. The next meeting, the date of which will be announced later, will be held in April. It is hoped that a speaker from Mass. State College, will be present.

Locals

The Northfield Schools will receive \$2000 by bequest of Mrs. Lucy V. Blackmer whose will was filed in probate in New York City, March 26. For many years Mrs. Blackmer has been a contributing member of the Schools.

The song recital, in costume, given at the Fortnightly last Friday afternoon by Mrs. Sylvia Spencer of Greenfield was greatly enjoyed by all who were present. Mrs. Spencer, soprano, appeared in the costumes worn in Italy, Germany and other European countries and concluded her program in early American and English dress. Her gracious manner and charming personality, as well as her talent, was quickly recognized and commented upon. She was accompanied on the piano by Miss Rose Bowker of Greenfield.

The response to the request of the W. C. T. U. for Northfield's annual gift of fresh eggs to the Boston Flower Mission was as usual, generous. The Committee sent 75 dozen to the mission on Wednesday.

Dr. Donald G. Barnhouse, noted Bible teacher and editor of Revelation will speak at the First Baptist Church on State Street, Springfield, April 3 and at 7:30 P. M. A cordial welcome is extended to all.

Mr. John Williams and family of Greenfield have moved into one of Mrs. Nye's houses on Elm St. Mr. Williams has taken a position at the Morgan Garage.

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Some of the Hermon students are spending a part of their Easter vacation in Northfield homes. Sam A. Wright is with Mr. and Mrs. Fred Pallam, Andrew Montgomery is at Mr. and Mrs. Carl Mason's, and Ray Crawford is with Mr. and Mrs. Lester Polhemus.

Mr. and Mrs. A. P. Fitt, accompanied by Miss Harlene Carne, are spending Easter with their daughter for Mrs. Emma Fitt, Powell and family in Wayne, Pa.

A CARD

We wish to thank our neighbors and friends for their many acts of kindness; their expressions of sympathy; and their thoughtful gifts. Special thanks are given to the members of the various organizations which have contributed to the relief of the flood victims.

Mr. and Mrs. Frank V. Wood

and Mr. and Mrs. Frank V. Wood

Florida People Recall Northfield

Many Former Students In The Sunny South

The A. G. Moody's Swing 'Round The Circle

A notable company of Northfield people and former students of the Northfield Schools came together Saturday evening March 17, in the charming home of Dr. and Mrs. Arthur Newton Thompson at 3733 Solano Road, Coconut Grove Florida. The visit of Dr. John McDowell, Moderator of the General Assembly of the Presbyterian Church, to Miami and Coral Gables influenced the date of this gathering which was honored by the presence of this outstanding graduate of Mt. Hermon. Mr. and Mrs. Ambert G. Moody of East Northfield were the house guests of the Thompsons and brought greetings and news of the Northfield Schools. Mrs. Frederick Paist, National Secretary of the YWCA, with Mr. Paist frequent visitors to Northfield, added inspiration to the evening, and brought with them Dr. and Mrs. William T. Ellis of Philadelphia. Mrs. A. Norton of Mt. Hermon was present. She is visiting her son, Dr. Richard Norton, who is the associate of Dr. Kellogg, head of the Battle Creek (Mich.) Sanitarium. Dr. Norton is conducting an allied sanitarium in Miami Springs. Both Mrs. Norton and Dr. Richard with his wife, assisted much in the sociability of the evening. Others present were Mrs. Mabel Squires Sullivan, Northfield, 27; Mrs. Irene Langworthy Cochrane, Mr. Edwin N. Bartlett, Hermon '96 and Mrs. Bartlett; Mr. and Mrs. Bull, Hunter Tchakarian, Miss Isabel Thompson, with Mr. and Mrs. Thatcher Parker, served delicious refreshments. Items of personal history, memories of Hermon and Northfield experiences, with excerpts from late letters from Dr. and Mrs. Cuthbert, written on their recent trip through Asia, were memorable features of the event.

Two other reunions of former students of the Schools followed closely upon the one at Coconut Grove. One on the 22nd at the Palm Beach home of Mrs. E. W. Fiske of Waltham, Mass., when seventeen came together to meet Mr. and Mrs. Moody, and another on the 23rd at Stuart, where Mrs. Marion Ballou Fisk was hostess. From there the Moodys went on to Avon Park for the week-end with Miss Alice Davidson, a classmate of Mrs. Moody's in Northfield.

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The Northfield Herald

Northfield, Mass.

Published
Every Friday Morning By
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W. W. COE, Editor

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Payable In Advance

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will reprint any portion of an ad-
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NORTHFIELD PRINTING CO.
HENRY R. GOULD
President and General Manager
FRANK W. WILLIAMS
Treasurer

Friday, March 30, 1934

Editorial

An excellent book was written a few years ago by Basil King. He called it "The Conquest of Fear." It was a sort of biographical story of his own experiences, but his readers usually read themselves into it because it is a good story of the silly fears which the most of us have. We are ashamed of them, but try as we may we can't get rid of them. We acquired a good many when we were children. It is likely that they were given to us by others. Our parents, our brothers or sisters or other well intentioned, but misguided friends. And so as children we became afraid of the dark, afraid of the storm cloud, of the thunder and the lightning, of snakes and certain animals and people.

Everybody is afraid of something or of somebody. The man in business is usually afraid that his competitor will hurt him financially. The doctor, the lawyer, the preacher fears some one will hurt him professionally. Too many of us by far imagine we have enemies lying in wait for us, watching for a chance to injure us. This is not true, but so long as we think it is true we are miserable. The fear of people is as bad as the fear of a pestilence—which reminds us of another very common fear, the fear of sickness. In all probability there are millions of people who are really sick because they have thought themselves into it.

With nothing else to worry them they have turned their eyes inward and worried about their health. Mr. King, in his book, declares that people are afraid of every known ailment and the most of us have our pet diseases which we expect to have. He confesses that his pet disease is a mastoid complaint which his mother had, but he has already lived longer than she did and it has not yet claimed him. He says that whenever there is considerable talk of cancer he is afraid he has one, or will have, and when influenza germs are said to be filling the air he is quite sure he has taken in enough of them to give him the disease. And so it goes. We are all alike. Worry and fear are very popular habits. The search for symptoms in favorite indoor and outdoor sport and its real joy is in finding what we look for. It has been well said that he who fears a disease and dies of it dies twice. Away with fear. The secret of health is vitality, the secret of vitality is joy. Two things cannot occupy the same space. Fear and joy cannot occupy the same heart.

One will rout the other as sure as fate. Which one? Every one of us must decide. It is up to us to make joy and faith and hope crowd out misgivings, doubts and fears. And Easter time is a good time to do this.

Easter is the day of joy and faith and hope and it comes with the command, "Fear not."

THE EDITOR'S SONG

How dear to my heart is the
steady subscriber,
Who pays in advance at the
birth of each year,
Who lays down a dollar, and offers
it gladly,

And casts 'round the office a
halo of cheer!
Who never says, "Stop it, I cannot
afford it!"

Or "I'm getting more papers
than I can read."

But always says, "Send it, the
family all like it—
In fact, we think it a household
need."

How welcome he is when he steps
in the sanctum!

How he makes our hearts throb!
How he makes our eyes dance!

We outwardly thank him—we in-
wardly bless him—
The steady subscriber who pays
in advance.

—Exchange.

Northfield Farms

Mrs. F. E. Warner, Marjorie,
Evelyn and Lincoln Warner spent
the weekend with their parents,
Mr. and Mrs. J. L. Hammond.

Mrs. Cope of Millers Falls re-
turned to her home in Millers Falls
Saturday after several days visit
with Mrs. Lawrence Hammond.

Mr. Frank Rose left Saturday
for Boston, W. Y. where he will
stay with his sister and relatives.

Mrs. Lawrence Woffenden was
invited to North Leverett by the
Woffenden family to help Mrs.
Johnstone prepare a couple of days
for the home she will have with a hard

HEALTH FORUM
Conducted by
MASSACHUSETTS DEPT.
OF PUBLIC HEALTH

Send questions with address to
Health Forum, State Department
of Public Health, Boston, Mass.

MEASLES

"The other day Johnnie came
home from school with a running
nose. I didn't pay much attention
to it and he played with his younger
brothers and sisters. Today,
Johnnie is broken out and the doctor
says it is measles. I suppose
all the children will get it."

"I hear they have measles over
at Mrs. Smith's. I guess I will
send my four-year-old Sarah over
so she will catch the disease and
have it over with."

"There is measles in the com-
munity. I am so afraid Deborah
will get it. She is very subject
to colds and had pneumonia a year
ago. I am worried."

These are remarks which may
be heard in any community when
measles are present. It is the common
opinion of many that everyone must
have the measles and that it is a good
idea to get it over with quickly. It is true that most
people do not escape measles but it
makes a big difference to the
individual whether the measles occurs
at ten or at two. In the early
years of life measles is an extremely
dangerous disease due to the
complicating pneumonia, and
every parent should endeavor to
delay the onset of this disease to a
time when the child can have it with
less danger of complications. Older
children, if sickly, should be treated
the same as the very young. The blood serum of individuals
who have had the disease, if injected into the child after exposure,
will either entirely prevent the
disease or modify it to a mild
form. It is sometimes impossible
to get blood serum from a person
who has recently recovered from
the measles and in these cases
parents' blood can be tried. Many
cases are on record where the
blood of parents who had the disease
from ten to twenty years before
has saved their little child from
the serious consequences of
this disease. Due to the fact that
measles starts as an ordinary cold,
it cannot be diagnosed in its early
stages and many children are exposed
before they know that the disease is present. Keeping the
child away from others prevents
infection. As this is extremely difficult,
every parent with little children
and sickly children should
know the value of immune serum
and should make use of it.

"Any educational pattern which
remains unchanged the next three
years," said Dr. Stetson when
describing the purpose of the new
plan of procedure, "will be out-
moded as a wooden battleship in
modern naval warfare. This
change in convention procedure
not only reflects the willingness
and ability of the school leaders to
adapt to the new conditions which
we face; it revitalized time honored
practice which has for more
than half a century helped keep
the services of the school equal
to current needs."

At nine general sessions more
than 50 well known leaders in
education, business and politics dis-
cussed the future of education and
its relation to national life. Senator
Royal S. Copeland, chairman of the
Committee on Crime and
Racketeering of the U. S. Senate,
spoke on the responsibilities of
the school for the prevention of
racketeering, kidnaping and other
forms of crime. Edward A. Filene,
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Age," and Howell Cheney, secretary
of Cheney Brothers, silk manufacturers,
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convention on the subject of the
relationship of the high school to
present economic trends.

Dr. George F. Zook, U. S. Com-
missioner of Education, in addressing
one session of the convention
said:

"Democracy is on trial throughout
the world as never before in history.

"In more than one country,
democratic government has been
supplanted by some form of central-
ized action simply because popular
intelligence and the spirit of
unity are insufficient to enable
people to realize their hopes and
aspirations. By performing two
services," Dr. Zook said, "the
schools and colleges may play an
important part in preserving this
country from a similar fate:

"1. They should discover and
teach the country a better system
of distribution for the goods it
produces, so the standard of living
may be lifted to as high a
plane as the standard of produc-
tion.

"2. They should spread education
more widely among the people,
especially among adults, so
the nation may meet its problems
with a higher standard of
comprehension."

Cleveland Convention
On Education

Several thousand delegates as-
sembled in the 664th annual con-
vention of the Department of Super-
intendence of the National Education
Association at Cleveland,
Ohio, February 24th to March 1st.
Leaders from every field of education
were in attendance, with the largest number representing
some type of school administra-
tion.

Paul C. Stetson, Superintendent
of Schools, Indianapolis, Ind., and
president of the Department, re-
organized the procedure of the
convention.

The creation of a large number of active
committees to discuss the critical problems
of school administration was a significant feature of the procedure.

These committees, 77, with a total aggregate membership of 4,000, directed their attention
mainly upon such matters as the
adaptation of the school curriculum to
the rapidly changing social order, the
education of children and adults in
worthy leisure, the problems of employment and
vocation guidance and the relation
of the school to social services of all kinds.

A score or more of committees
considered such technical but
highly important matters as tax
reforms, relationship between
school and municipal finance, child
accounting and public relations.
One committee outlined a five-
year plan for the work of the Department
of Superintendence.

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comprehension."

AMUSEMENTS

DEATH'S HOLIDAY

UNUSUAL THEME

OF NEWEST FILM

Never before in the history of
the American photoplay has a picture
not only one of the most pleasurable
sports for girls as well as
boys and when nothing is more
fascinating than an exhibit of the
marvelous skill of the professional
skater especially when the girls
hold equal honors with the boys,
it seems strange that there was a
time when skating by the feminine
sex was considered shocking. In
Iowa, at least, it was tabooed, says
The Des Moines Register which re-
prints an editorial from the Mc-
Graw Times as follows:

"There is much talked and written
about this new exercise of women's
rights. A plate in Harper's
Holiday Pictorial will cure most
ladies of all desire to learn the
sublime art of converting their
pedal extremities into sled runners.

"A handsome girl with outer
garments well tucked up and under
limbs more than half exhibited,
her delicate footlets shod with
iron la la hose, shaving herself
on side at a time over the
glossy surface of the frozen lake,
first one foot and then the other
pushed three to four feet ahead
of the perpendicular, and alternate
foot of course that distance to
the rear, while a parcel of
crazily-loving males are hurrying
over the gracefulness with which
the ambitious fair one plays boy,
must be a picture which the imagination
of both saint and divine
would long retain.

"Death Takes a Holiday" is a
picture you can't afford to miss.
It is one of the great productions
of the screen, rich in beauty and
drama.

On a rainy day recently a lady
in a sable coat got on a Madison
Avenue street-car. "I don't suppose
we'll ride on a street-car in
two years," she said to the conductor,
a gloomy fellow, as she
gave him her fare. "I ride in my
own car," she explained.

The conductor rang up the fare.

"You don't know how we've
missed you," he said. "Now we're
back."

—Cincinnati Enquirer

Teachers

You can earn several hundred dollars this
summer, and you can secure a better position
and a larger salary for the coming year. Complete
information will be mailed on receipt of a
three cent stamp. Send for it to-day.

RURAL SCHOOLS AND CITY SCHOOLS
SUMMER WORK AND SCHOOL YEAR POSITIONSCONTINENTAL
TEACHERS AGENCY, INC.

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The gold content of our dollars is less but—the
MILEAGE CONTENT
of our Goodyears is
GREATER!

THAT'S THE NEWS—
about our latest Goodyears
now in stock... They contain
more miles, more safety, more endurance—
yet they're still priced low
in dollars despite increased
costs of rubber, cotton,
factory wages... Let us
show you our 1934 line-up
and tell you why we think
it's wise to buy right now
... This isn't our lowest-
priced tire but it's our
biggest seller.

GUARANTEED
GOODYEAR
ALL-WEATHER
Supertwist Cord Tires
Still priced as low as
\$6.29

Prices subject to change without notice and to any State sales tax

THE MORGAN GARAGE
NORTHFIELD, MASS.

We Guarantee Our Tire Repairs—
Expert Vulcanizing—Estimates Free

EASTER

SPECIALS

GROWERS' QUINN
WATCH
FOR OUR
SPECIALS

FRIDAY
SATURDAY

CUDAHY'S SUGAR CURED EASTER

HAMS

14c pound

SUGAR CURED SLICED

Bacon 2 pkg. 19c

SELECTED

Eggs

dozen 19c

CREAMERY

Butter

lb. 24c

LARGE 126 SIZE NAVEL

Oranges dozen 29c

TEXAS

Spinach

lb. 5c

EASTER Lillies

BUD 23c

HOT CROSS BUNS

Dozen 20c

Have you ever done a lick of work?" demanded the angry housewife of the tramp.
"Lady," he retorted, "if you think asking dames like you for a bite to eat ain't work you'd don't know what work is."—Cincinnati Enquirer

</

NATION-WIDE STORE

SATURDAY SPECIALS

Revere Sugar 10 lbs. 49c
 Nation-Wide Butter 2 lbs. 57c
 Nation-Wide Bread large loaf 7c

VEGETABLES

Asparagus—Tomatoes—Turnip
 New Cabbage—Cauliflower
 Spinach—Carrots—Beets

HOT CROSS BUNS

Free Delivery each Tuesday, Thursday and Saturday afternoon

FRED A. IRISH, Proprietor
 Telephone 136-2 Northfield, Mass.

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for Sound Business Progress

Banking is inseparably linked with the business life of the community. Business depends upon banking for co-operation in enterprise and for efficient service in the daily routine of financial transactions. To insure the fullest measure of usefulness to business, banking facilities must be maintained on a high plane of safety, careful management, and helpful service.

Vermont-Peoples National Bank
 BRATTLEBORO, VERMONT

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 PAPETRIES, PADS, ENVELOPES
 BOOKS
 RELIGIOUS FICTON
 JUVENILES
 PENS PENCILS
 MAGAZINES
 NEW YORK — BOSTON — SPRINGFIELD
 DAILY PAPERS

East Northfield, Massachusetts

THE
NORTHFIELD

A "Real New England Inn"

OFFERS

New Low Rates—Day, Week or Month.
 Gift Shop — from which distinctive gifts may be purchased at reasonable prices

Beauty Parlor — open week days.
 Service by Appointment

Garage Storage and Service
 Auto and Bus Livery

Special reduced Rates to Townspeople

A. GORDON MOODY, Resident Manager
 Garage, Telephone 61 Hotel, Telephone 44

AN EXECUTOR
MANY TIMES

If you name an Executor who has never held such a position, how can you feel sure your estate will be settled in the best way for your family?

This bank has been serving Greenfield and Franklin County people as Executor for many years. Name it in your Will, and your family will be fully protected.

FIRST NATIONAL BANK
and TRUST COMPANY

Greenfield, Mass.

TRY "THE HERALD" JOB PRINT

For Your Amusement
At The TheatresAt The Lawler
GREENFIELD

Afternoons at 2:15; evenings at 7:30. Holidays and Sunday continuous from 2:15.

NOW PLAYING
"THE POOR RICH"
"HEAT LIGHTNING"

Sunday thru Wednesday
 April 1, 2, 3, 4
 All these wonder stars in the Wonder Show

Key Francis, Dick Powell, Al Jolson, Ricardo Cortez, Hal LeRoy, Guy Kibbee, Hugh Herbert, Fif Dorsay and Ruth Donnelly

IN
"WONDER BAR"

"Going to Heaven on a Mule"
 "Don't Say Goodnight"
 "Why Do I Dream Those Dreams?"

ALSO

Wynne Gibson, Onslow Stevens, Skeets Gallagher, Allan Dinehart, William Collier

"THE CROSBY CASE"

The dramatic love story of one lone woman, many strange men and an almost perfect crime.

Thursday thru Saturday

April 5, 6, 7

The great Chatterton rises to new heights of dramatic achievement as a love cheated wife playing her heart out in a role that will haunt your dreams—the story of a wife who sold her soul to hold her man.

Ruth Chatterton in
 "JOURNAL OF CRIME"
 Adolphe Menjou—Claire Dodd

ALSO

The most beautiful girl in the world with the world's worst temper meets her match—and the fur flies—loads of laughs—car loads of comedy—tons of tunes—scads of songs in this mad, merry, furious farce.

"YOU MADE ME LOVE YOU"

Thelma Todd—Stanley Lupino

—Coming Soon—

George Arliss in
 "HOUSE OF ROTCHILD"
 Constance Cummings, in
 "CHARMING DECEIVER"

, Anna Sten, in
 "NANA"

Katherine Hepburn, in
 "SPITFIRE"

Jack Oakie—Spencer Tracy in
 "LOOKING FOR TROUBLE"

PARK YOUR CAR
 AT THE
 MANSION HOUSE GARAGE
 CLEAN—WARM—RELIABLE

Latchis Theatre

BRATTLEBORO

Friday and Saturday
 Bing Crosby in
 "TOO MUCH HARMONY"
 With

Judith Allen—Jack Oakie
 Skeets Gallagher—Harry Green

—ALSO—

News—Novelties

Monday and Tuesday
 "SIX OF A KIND"
 With

W. C. Fields—Alison Skipworth
 Mary Boland, Charlie Ruggles
 Gracie Allen and George Burns

—ALSO—

News and Novelties

Wednesday Only
 Double Feature Program

Carole Lombard in
 "NO MORE ORCHIDS"
 And

Buck Jones in
 "THE FIGHTING RANGER"

—Coming—

Norma Shearer in
 "RIPTIDE"

Auditorium

Friday and Saturday
 Robert Montgomery in
 "MYSTERY OF MR. X"

With

Elizabeth Allen—Lewis Stone

—ALSO—

News—Novelties

Monday, Tuesday, Wednesday

Freddie March in
 "DEATH TAKES A HOLIDAY"

With

Evelyn Venable—Kent Taylor

—ALSO—

News—Novelties

Thursday, and Saturday

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Ever Filmed!

"DEVIL TIGER"

—ALSO—

Comedy—Novelties

Friday Only

High School Play

"TRY SHOW OFF!"

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INDEPENDENT THEATRE

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March 29, 30, 31

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With

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3

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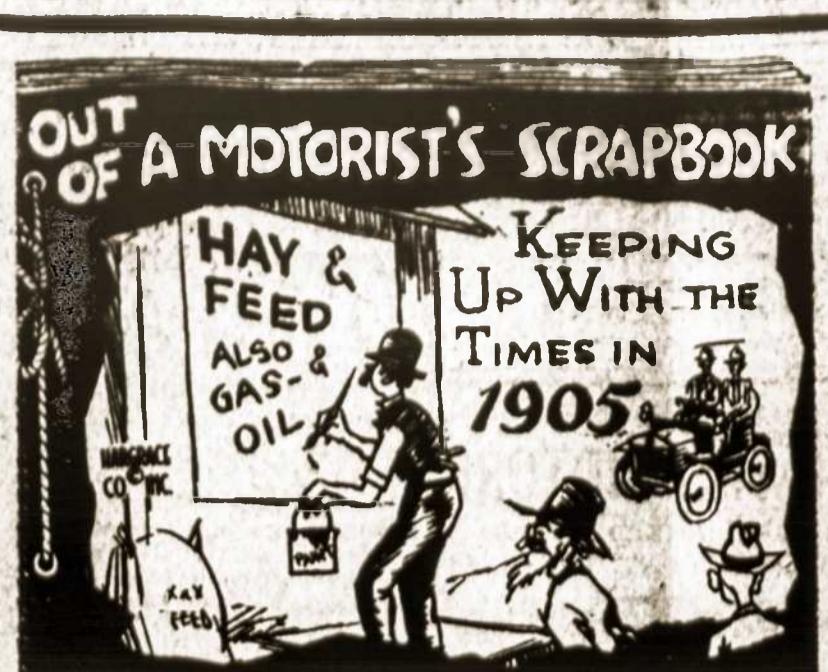
livers a special sermon to them by short wave radio. The eminent clergymen's message will be heard by the 56 isolated explorers ten thousand miles away—and listeners in this country—at 10 p.m., eastern standard time, March 31, over the Columbia network. Dr. Fosdick (right) is a close friend of Admiral Byrd (inset).

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P. O. 11:08—East Northfield
11:10—Hinsdale, 11:25—arrive
Brattleboro 11:40 A. M.

Leave Greenfield—Sundays—
12:45 P. M.—Bernardston, 1:00
Mt. Hermon, 1:11—Northfield P. O.
1:18—East Northfield 1:20
Hinsdale 1:35—arrive Brattleboro
1:50 P. M.

Leave Greenfield—Daily—5:45
P. M., Bernardston, 6:00—Mt.
Hermon, 6:11—Northfield P. O.
6:18—East Northfield 6:20—Hinsdale
6:35. Arrive Brattleboro
6:50 P. M.

Leave Brattleboro—Week days
1:00 P. M., Hinsdale 1:15—
East Northfield 1:30—Northfield
P. O. 1:32—Mt. Hermon 1:37—
Bernardston 1:45—arrive Greenfield
2:00 P. M.

Leave Brattleboro—Sundays—
2:30 P. M.—Hinsdale 2:50—East
Northfield, 3:05—Northfield P. O.
3:09—Mt. Hermon 3:15—Ber-
nardston 3:25—arrive Greenfield
3:45 P. M.

Leave Brattleboro—Daily—
6:50 P. M.—Hinsdale 7:05—
East Northfield 7:20—Northfield
P. O. 7:23—Mt. Hermon 7:30—
Bernardston, 7:40—arrive
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